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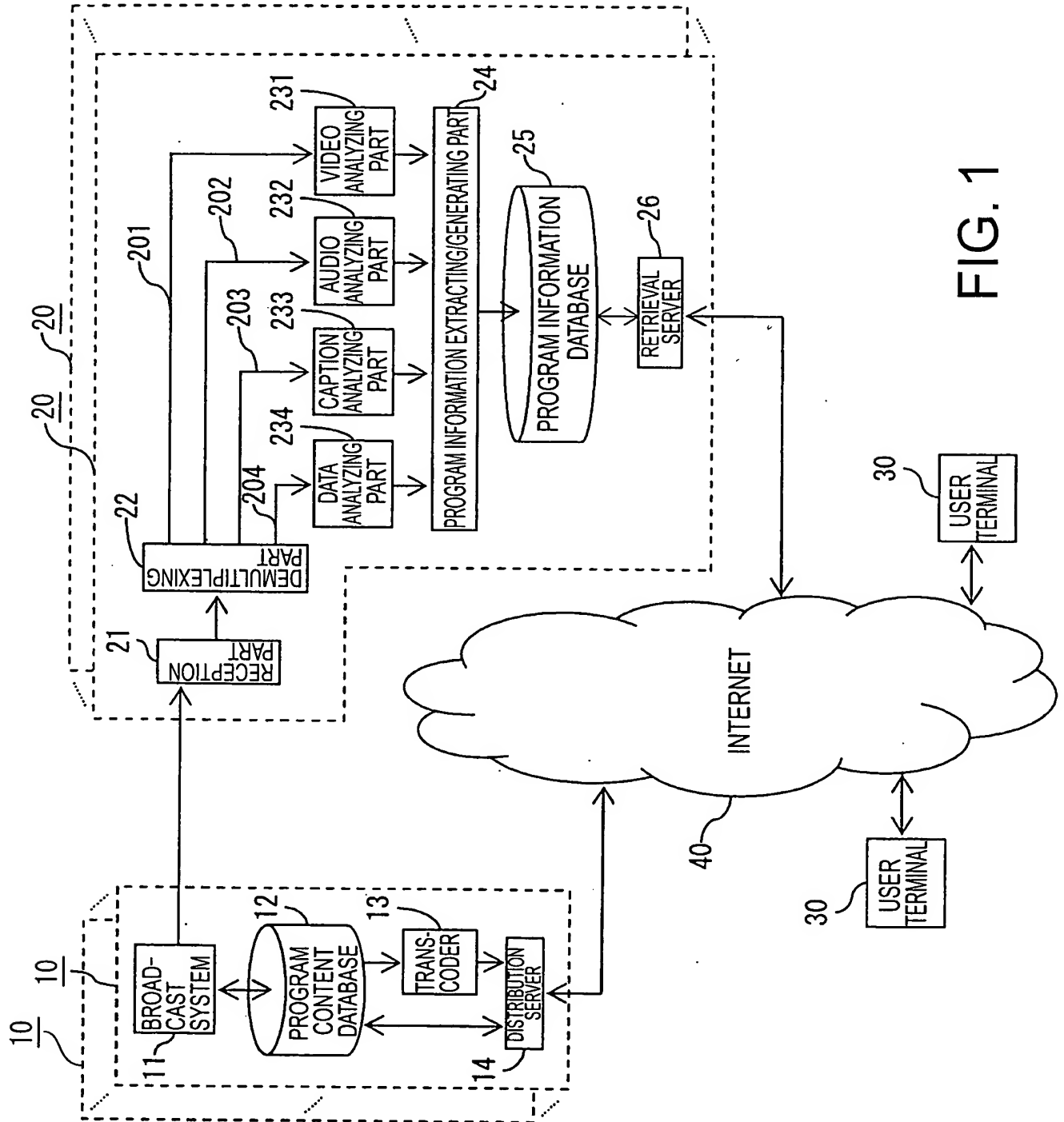


FIG. 1

FIG. 2

ITEM			DESCRIPTION EXAMPLE	
PROGRAM CONTENT IDENTIFICATION CODE			T V J P - A B 7 X - 2 0 0 3 - 0 0 0 Q G - 0 0 3 9 / 0 0 4 5	
PROGRAM TITLE			OFUNA NOW	
BROADCAST START TIME			FEBRUARY 5, 2004, 10:00:00 FEBRUARY 7, 2004, 15:00:00	
TIME LENGTH			27'00"	
PROGRAM GENRE			DRAMA	
PROGRAM IN SERIES			39TH EPISODE/45 EPISODES IN TOTAL	
USED LANGUAGE			MAIN: JAPANESE, SUB: ENGLISH	
DIGEST (PLOT)			AFTER WATCHING OFUNA KANNON, TARO AND HANAKO, ...	
CAST			ICHIRO OHISHI, SAKURA MIFUNE, ...	
PROGRAM KEYWORD			OFUNA KANNON, KANNON YAMA, ...	
TYPE OF BROADCAST			TERRESTRIAL DIGITAL TELEVISION, BS DIGITAL TELEVISION	
BROADCASTER			TV-JAPAN	
CHANNEL			0 2 8	
WRITTEN WORK RELATED INFORMATION	SCENARIST		TARO YAMADA	
	DIRECTOR		TAKESHI MINAMINO	
	PRODUCTION		OFUNA PRODUCTION	
	COPYRIGHT		TV-JAPAN	
	COPY RESTRICTIONS		ONE DIGITAL COPY IS ALLOWED	
	
PROGRAM COMPONENT	101	VIDEO	FORMAT	H D (1 0 8 0 i)
			ENCODING METHOD	M P E G - 2 M P @ H L
			ENCODING BIT RATE	1 6 . 0 M b i t / s
		
	201	AUDIO	SAMPLING FREQUENCY	4 4 . 1 k H z
			ENCODING METHOD	M P E G - 2 A A C L C M P E G - 2 A A C L C P R O F I L E
			ENCODING BIT RATE	1 9 2 k b i t / s
			MODE	TWO-CHANNEL STEREO
			LANGUAGE	MAIN: JAPANEASE, SUB: NONE
		
	11	CAPTION		JAPANESE, 8-BIT CHARACTER SET, ...
	21	SUBTITLE		NEWS FLASH
	31	PROGRAM-ASSOCIATED DATA BROADCAST		CAST PROFILE, LOCATION INTRODUCTION, ...

	PROGRAM SEGMENT	NUMBER OF SEGMENTS		9 SEGMENTS
		# 1	START POINT	00'00"/27'00"
			TIME LENGTH	03'00"
KEYWORD			. . .	
.	
...		
# 9		START POINT	24'00"/27'00"	
		TIME LENGTH	03'00"	
		KEYWORD	. . .	
		
.	

FIG. 3

CONFIGURATION OF PROGRAM CONTENT DISTRIBUTION REQUEST MESSAGE
USER IDENTIFICATION
PROGRAM INFORMATION RETRIEVAL SERVICE PROVIDER IDENTIFICATION
AUDIO-VISUAL TERMINAL TYPE (HD TERMINAL, SD TERMINAL, QVGA PORTABLE TERMINAL, ...)
PROVISION METHOD (DOWNLOAD, STREAMING, MEDIUM DELIVERY, ...)
SIGNAL FORMAT (ENCODING METHOD, MULTIPLEXING METHOD, COMPRESSION METHOD, ...)
PROGRAM CONTENT IDENTIFICATION CODE
PROGRAM CONTENT DESIGNATION (ONE PROGRAM DESIGNATION, SERIES DESIGNATION)
PROGRAM COMPONENT DESIGNATION
PROGRAM SEGMENT DESIGNATION
CHARGE PAYMENT METHOD

FIG. 4

ITEM			DESCRIPTION EXAMPLE	
PROGRAM CONTENT IDENTIFICATION CODE			T V J P - A B 7 X - 2 0 0 3 - 0 0 0 Q G - 0 0 3 9 / 0 0 4 5	
PROGRAM TITLE			OFUNA NOW	
BROADCAST START TIME			FEBRUARY 5, 2004, 10:00:00	
TIME LENGTH			27'00"	
PROGRAM GENRE			DRAMA	
PROGRAM IN SERIES			39TH EPISODE/45 EPISODES IN TOTAL	
USED LANGUAGE			MAIN: JAPANESE, SUB: ENGLISH	
DIGEST (PLOT)			AFTER WATCHING OFUNA KANNON, TARO AND HANAKO	
CAST			ICHIRO OHISHI, SAKURA MIFUNE,	
PROGRAM KEYWORD			OFUNA KANNON, KANNON YAMA,	
TYPE OF BROADCAST			TERRESTRIAL DIGITAL TELEVISION	
BROADCASTER			TV-JAPAN	
CHANNEL			0 2 8	
WRITTEN WORK RELATED INFORMATION	SCENARIST		TARO YAMADA	
	DIRECTOR		TAKESHI MINAMINO	
	PRODUCTION		OFUNA PRODUCTION	
	COPYRIGHT		TV-JAPAN	
	COPY RESTRICTIONS		ONE DIGITAL COPY IS ALLOWED	
	
PROGRAM COMPONENT	101	VIDEO	FORMAT	H D (1 0 8 0 i)
			ENCODING METHOD	M P E G - 2 M P @ H L
			ENCODING BIT RATE	1 6 . 0 M b i t / s
		
	201	AUDIO	SAMPLING FREQUENCY	4 4 . 1 k H z
			ENCODING METHOD	MPEG-2 AAC LC PROFILE
			ENCODING BIT RATE	1 9 2 k b i t / s
			MODE	TWO-CHANNEL STEREO
			LANGUAGE	MAIN: JAPANEASE, SUB: NONE
		
	11	CAPTION		JAPANESE, 8-BIT CHARACTER SET
	21	SUBTITLE		NEWS FLASH
	31	PROGRAM-ASSOCIATED DATA BROADCAST		CAST PROFILE, LOCATION INTRODUCTION
	41	INDEPENDENT DATA BROADCAST		REGIONAL WEATHER FORECAST,

	PROGRAM SEGMENT	NUMBER OF SEGMENTS		9 SEGMENTS
# 1		START POINT	00'00"/27'00"	
		TIME LENGTH	03'00	
		KEYWORD	. . .	
		
...		
# 9		START POINT	24'00"/27'00"	
		TIME LENGTH	03'00	
		KEYWORD	. . .	
		
.	

FIG. 5

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PROGRAM SEARCH RESULT WINDOW

SEARCH CONDITION : x x x x x

SEARCH RESULT: 21 TO 40 OUT OF 123 HITS

- (PROGRAM TITLE) (URL)

- (PROGRAM TITLE) (URL)

- x x x x x x x x

- x x x x x x x x x x

PROGRAM CONTENT
DISTRIBUTION REQUEST WINDOW

PROGRAM TITLE : x x x x x

LICENSE CONDITIONS

•REPRODUCIBLE PERIOD: JUNE 30, 2004

•COPY RESTRICTIONS: ONCE

•REPRODUCIBLE TERMINAL : x x x x x

x x x x x x x x x

☆DIGEST VIEW

☆PREVIEW

USER IDENTIFICATION : x x x

AUDIO-VISUAL TERMINAL TYPE : x x x

PROVISION METHOD : x x x

x x x : x x x

SEND

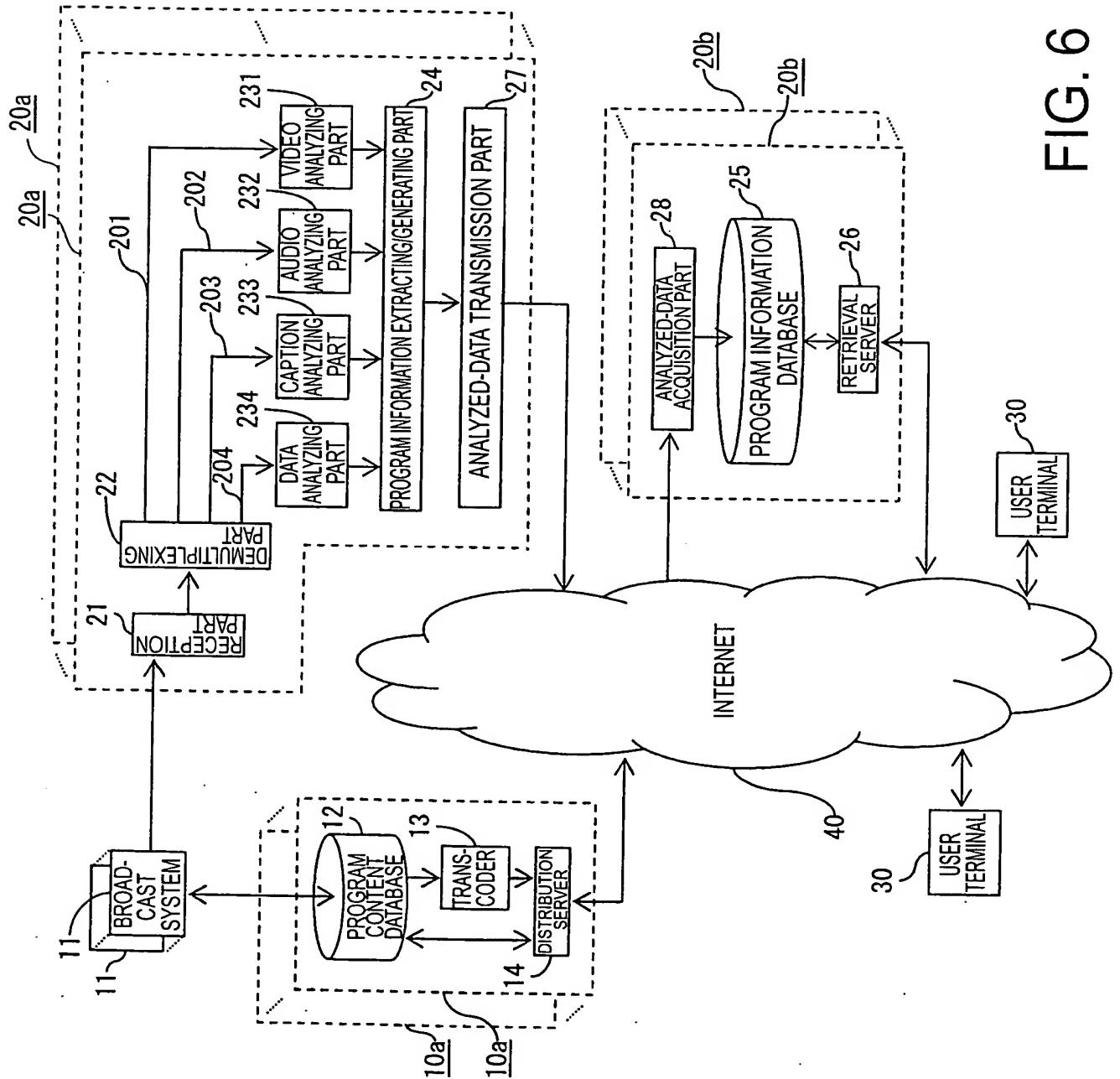


FIG. 6

FIG. 7

CONFIGURATION OF PROGRAM CONTENT DISTRIBUTION REQUEST MESSAGE
USER IDENTIFICATION
PROGRAM INFORMATION RETRIEVAL SERVICE PROVIDER IDENTIFICATION
PROGRAM CONTENT ANALYSIS SERVICE PROVIDER IDENTIFICATION
AUDIO-VISUAL TERMINAL TYPE (HD TERMINAL, SD TERMINAL, QVGA PORTABLE TERMINAL, ...)
PROVISION METHOD (DOWNLOAD, STREAMING, MEDIUM DELIVERY, ...)
SIGNAL FORMAT (CODING METHOD, MULTIPLEXING METHOD, COMPRESSION METHOD, ...)
PROGRAM CONTENT IDENTIFICATION CODE
PROGRAM CONTENT DESIGNATION (PROGRAM DESIGNATION, SERIES DESIGNATION)
PROGRAM COMPONENT DESIGNATION
PROGRAM SEGMENT DESIGNATION
CHARGE PAYMENT METHOD